

HSNC University, Mumbai
(Established by Government of Maharashtra vide notification dated 30th
October, 2019 under section 3(6) of Maharashtra Public Universities
Act)



Ordinances and Regulations

With Respect to

Choice based credit system

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the Academic year 2024-25



HSNC UNIVERSITY, MUMBAI

Board of Studies in Faculties of Commerce & Management

Board of Studies in Vocational Studies (Retail)

1.) Name of Chairperson/Co-Chairperson/Coordinator:-

Dr. Rita Khatri , Professor, H.R College of Commerce and Economics.

Mob: 9324016060 Email Id: khatririta@hrcollege.edu

2.) Two to five teachers each having minimum five years teaching experience amongst the full time teachers of the Departments, in the relevant subject.

a)Dr. Kanu Priya Sharma, Assistant Professor ,H.R College

Email id: kanupriya.sharma@hrcollege.edu , Mob : 8879512354

b) Dr. Shweta Singh, Assistant Professor , H.R College

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c)Mr.Faaiz S.Patel, Assistant Professor, Mob- 9503258364, Email- faaiz.patel@hrcollege.edu

d) Ms Anjali Dhanani, Assistant Professor,7506032552, anjli.dhanani@hrcollege.edu

3.) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body; nominated by Parent Body;-

Dr Ketan Vira , Dean and Associate Professor at GNVS Institute of Management, Mumbai.

Email id: ketanvira@rediffmail.com ,Mob: 9870551111.

4.) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a) Mr Rajiv Kalwani , Vice President- Reliance Retail Ltd

Email id : rajivkalwani0204@gmail.com Mob:9967613000

b) Mr Avinash Jhangiani , Founder and CEO play2Transform Group

Email: avi@play2transform.com Mob : 7498284435

c) Ms Shilpa Dhanuka , Visiting Faculty, H,R College

Email id : Mob : sd1275@yahoo.com Mob 9867727729

d) Mr Piyush Dhoka , Visiting Faculty , Senior manager Transunion CIBIL

Email id: piyushrmg@gmail.com Mob :9819886332 ,

5.) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a.) Karan Jain - Email id: karanjain603@gmail.com Mob:9167746405

b) Heer Shah – Email id: shahheery@gmail.com Mob: 8080093168

Special Contributor

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HSNC University, Mumbai

(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the Programme

Bachelors of Vocational Studies

Retail Management

Curriculum– First Year Undergraduate Programmes

Semester-I and Semester -II

INDEX

Semester I

Sr No	Particulars	Name of Subject	Credits
1	Major subjects (M1 and M2)	Introduction to Retail Store operation	4+4
2	Minor Subjects(M3)	Business Management I- Principles of Management	4
8	Multidiscipline Elective	Micro Economics	2
4	Vocational Subjects	Financial Mathematics and Statistics with MS-Excel- I	1
5	Value addition Course (VAC)	Contemporary India: Values and Issues- I	2
6	Ability Enhancement Course (AEC)	Communication Skills in English- I	2
7	IKS	Introduction to Indian Knowledge Systems -I	1
8	Co curricular Events / E Learning / Experiential Learning	Here students have to participate for 60 hours in the given co – curricular activities and have to submit the record of their participation	2
	Total		22

Semester II

Sr. No.	Choice Based Credit System	Remarks	Credits
1	Major Subjects	Consumer and shopping buying Behaviour	Credits 4+4
		Category Management	
2	Minor Subject	Business Management II- Marketing	4

		Management	
3	Open Elective	Macro Economics	2
4	Vocational Course	Financial Mathematics and Statistics with MS-Excel II	1
5	Ability Enhancement Courses (AEC)	Communication Skills in English- II	2
6	Value Addition Course	Contemporary India: Values and Issues- II	2
7	Indian Knowledge System	Introduction to Indian Knowledge Systems- II	1
8	Co curricular Events / E Learning / Experiential Learning	Here students have to participate for 60 hours in the given co – curricular activities and have to submit the record of their participation	2
8	Total		22

Preamble

The Bachelor of Vocational course is designed as a part of the NEP 2020 Guidelines of the UGC and as implemented by the HSNC University. It has been devised to create competency and skill in the Retail discipline and additionally to impart ability to problem solve, become business leaders and effective communicators. It will encourage learners to understand decision making in organizations, values which impact thoughts and become cultural leaders with a zest for upholding the values of India and Indian knowledge base. The attempt has been to delve into finer parlance of subjects which will reorient a basic understanding of the contemporary issues, with appropriate subjects covering areas of Economics, Accounting, Business Management, Human Resource, Taxation, Marketing Management and Information Technology, Business Communication, Value Education Course and Indian Knowledge System.

The HSNC University follows the Choice Based Credit System (CBCS) under the New Education policy which is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. The degree program has multiple entry and exit mode. This is coupled with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

The course structure will definitely equip the students to accept the challenges of globalization and constant change and will enable them to be well placed in business, academics and administration in the country as well as abroad.

Course Objectives:

Semester I

UV-FRMM1-101 Introduction to Retail

- Students will understand the basics of retailing.
- They will learn about the impact of retailing on the economy.
- They will learn different retail formats
- Students will understand demand and success factors in retail
- They will explore various roles available in retail industry

UV-FRMM2-102 Store Operation

- To enable understanding of the basics Store Operations & How Store Manager is a critical link to all activities in the store
- To enable learning about the essential elements of management i.e. F S's of Retail store operations.
- To provide clarity to the students about each function of Store Operations from Store administrative, Merchandising to Customer service .
- To help students in understanding the integration of individual goals with the organizational goals.
- To update students with the kind of skills and organization structure and their role in creating a sustainable business.

UV-FRMM3-103 Business Management I- Principles of Management

- To enlighten the students as how management has evolved over period of time.
- To make students learn about the essential elements of management and its use in the practical way
- To provide clarity to the students about organization's vision, mission, objectives and goals.
- To help students in understanding the integration of individual goals with the organizational goals.
- To update students with the kind of skills and organization structure and their role in creating a sustainable business.

UV-FRMOE-104 Micro Economics

- To introduce basic economic concepts and relations.
- To familiarize the students about demand and supply concepts.
- To enable the students to understand the concept of elasticity of demand

- To impart a sound basis on production analysis related aspects.
- To enable the students to understand and analyse the cost and revenue concepts.
- To develop the understanding of different forms of market structures

UV-FRMVO-105 Financial Mathematics and Statistics with MS-Excel I

- To develop an understanding of MS-Excel
- To develop the ability to construct and interpret diagrams and graphs which are applicable to real life in the fields of commerce, economics and management.
- To learn to convert the given mathematical and statistical problems into data in MS-Excel and then apply functions and commands to get the desired solutions.

UV-FRMAEC -106 Communication Skills in English I

- To strengthen language proficiency by providing adequate exposure to reading, speaking, listening and writing skills
- To complete various communication tasks effectively
- To develop a comprehensive understanding of the oral aspects of communication
- To develop skills in communication like writing letters, emails, essays and reports
- To enhance the range of lexical resources of the learners through a variety of exercises

UV-FRMVAC -107 Contemporary India: Values and Issues I

- To gain an understanding about the Indian state, its values and diversity of Indian society.
- To learn about environmental ethics and movements.
- To have key understanding of digital space and its usage.

UV-FRMIKS-108 Introduction to Indian Knowledge Systems I

- To understand the concept and relevance of knowledge systems.
- To get familiar with the elements of India's rich culture and heritage.
- To explore opportunities for resolving modern day issues by gaining an insight in our history.

Semester II

UV-FRMM1 -201 Consumer and Shopping buying Behavior

- Train to be skilled in the sector of retail with knowledge of consumer shopping behavior
- Focus on problem solving skills through case study, practical discussions, etc.
- Become retail managers with keen understanding of consumer motivation, perception, attitude and behavior.

UV-FRMM2-202 Category Management

- To enable students to understand the benefit of operating a Store by categorizing the related products/services and importance of management at SKU level
- To make student understand that each category in a store has a different role in the Store
- To enlighten the students as how management has evolved over period of time.
- To provide clarity to the students about organization's vision, mission, objectives and goals.
- To help students think creatively and out of the box to a traditional approach of store management
- To update students with the kind of skills and organization structure and their role in creating

UV-FRMM3 203- Business Management II -Marketing Management

- To introduce the marketing concept and how students can identify, understand and satisfy the needs of customers and markets.
- To analyse companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands
- To understand distinctive features of services and key elements in services marketing
- To provide insight into ways to improve service quality and productivity
- To understand marketing of different services in Indian context

UV-FRMOE -204 Macro Economics

- Understanding of some basic economic concepts and development of economic
- reasoning which the learners can apply in their day-to-day life as citizens, workers and consumers.
- Realization of learners' role in nation building and sensitivity to the economic issues that the nation is facing today.

- Equipment with basic tools of economics and statistics to analyze economic issues. This is pertinent for even those who may not pursue this course beyond senior secondary stage.
- Development of understanding that there can be more than one view on any economic issue and necessary skills to argue logically with reasoning.

UV-FRMVO- 205 Financial Mathematics and Statistics with MS-Excel II

- To teach basic statistical measures with problem solving manually as well as using Excel.
- To teach how various statistical techniques with Excel can be effectively used in solving problems of economics and finance which results in making better decisions.

UV-FRMAEC-206 Communication Skills in English II

- To strengthen language proficiency by providing adequate exposure to reading, speaking, listening and writing skills
- To complete various communication tasks effectively
- To develop a comprehensive understanding of the oral aspects of communication
- To develop skills in communication like writing letters, emails, essays and reports
- To enhance the range of lexical resources of the learners through a variety of exercises

UVFRMVAC-207 Contemporary India: Values and Issues II

- To gain an understanding about Indian constitutional values.
- To understand significance of disaster management and responsibility towards sustainable approach to business.
- To learn about Yoga for health and wellness.

UV-FRMIKS -208 Introduction to Indian Knowledge Systems - II

- To understand the growth of science and technology in India.
- To familiarize students with the philosophical and spiritual elements rooted in India's rich scientific heritage.
- To examine and analyse the evolution of the art of storytelling in India.

Process adopted for curriculum designing:

The members of the respective departments initially developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subjects and even connecting to some NGOs in few subjects. The drafted syllabus was then shown to academicians, experts

from industry and researchers through emails and their inputs were gathered through meetings. These valuable inputs were incorporated into the syllabus ensuring that the syllabus is enriched in all aspects.

Salient features, how it has been made more relevant:

While designing of the syllabus, care has been taken to ensure that the student learns application skills along with theory. Demonstrations of the practical applications shall be conducted through special lectures and workshops that will contribute to enhanced learning. A combination of lectures, problem solving during tutorials and the supplementary sessions all contribute to make a student job ready.

Learning Outcomes:

Semester I

UV-FRMM1-101 Introduction to Retail

- Student will understand the basics of retailing. They will get to understand the impact of retailing on the economy.
- They will learn about how retailing fits within the broader disciplines of business and marketing.
- It will help the students to explore various forms of multi-channel and Omni channel of retailing.
- It will help the students to understand the various formats, verticals and segments of retailing.
- It will provide clarity to the students about how to develop and sustain a competitive advantage in retail sector.
- It will enlighten the students with the responsibilities of retail personnel in the numerous career positions available in the retail sector

UV-FRMM2-102 – Store operation

- It will make students better future managers and leaders.
- It will help students to improve their decision-making skills. Store management skills
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization and

how effective store operations will lead to increase in efficiency and lead to profitable business model

- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.

UV-FRMM3-103 Business Management I- Principles of Management

- It will make students better future managers and leaders.
- It will help students to improve their decision-making skills.
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization .
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.
- Students will not only understand the essentials of management and functioning of the organization but will be also able to judge the needs, wants and motivation levels of their human resources, which will help them to align individual interest with the organizational requirement

UV-FRMOE-104 Micro Economics I

- understand the basic concepts of economics
- Identify the determinants of supply and demand
- demonstrate the impact of shifts in demand and supply curves on equilibrium price and output, define equilibrium.
- know about various types of elasticity of demand and its application.
- understand short-run and long-run costs of production and revenue
- identify different forms of markets by their characteristics

UV-FRMVO -105 Financial Mathematics and Statistics with MS-Excel I

At the end of the course, students will be able to

- use Ms-Excel easily
- represent data using frequency tables, graphs and diagrams.
- solve mathematical and statistical problems easily using the software through hands on training during the practical.

UV-FRMAEC-106 Communication Skills in English I

On successful completion of the course learners are expected

- To become proficient in reading, writing, speaking and listening skills
- To efficiently perform various communication tasks
- To be competent in the various aspects of oral communication
- To be able to write letters, emails, essays and reports effectively
- To broaden their language proficiency and the range of their lexical resources

UVFRMVAC-107 Contemporary India: Values and Issues I

- An improved understanding of values and social aspects of Indian society.
- Awareness of environmental ethics and Indian environmental movements.
- Mindfulness of engagement with digital space.

UV-FRMIKS -108 Introduction to Indian Knowledge Systems I

At the end of the course the student would be able to develop

- improved understanding of India's socio-cultural past and its varied traditions.
- respect for the tradition of coexistence built into the Indian culture since time immemorial.
- high regard for the diversity in the Indian culture and society.

Semester II

UV-FRMM1-201 Consumer and Shopping buying Behaviour

- To develop an understanding of the consumer decision making process and its application in marketing functions of firms.
- To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
- To develop the skill of analysing and understanding consumer information and using it to create consumer-oriented marketing strategies.

UV-FRMM2-202 – Category Management

- It will make students directional thinker with a right approach and lessen down failures
- It will help students to improve their decision-making skills & make them creative in their approach
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization .
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.

UV-FRMM3-203 – Business Management II – Marketing Management

- Be familiar with the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives.
- Analyze marketing factors that contribute to a product's success or failure.
- Analyze principles of ethics and social responsibility in marketing
- Understanding the Concept of Services and intangible products
- Discussing the relevance of the services Industry to Industry
- Examining the characteristics of the services industry and the modus operandi
- Analyzing the role and relevance of Quality in Services
- Visualizing future changes in the services Industry

UV- FRMOE- 204 Macro Economics

- Students will be able to identify and explain macroeconomic variables and understand the economic forces that influence and determine them.
- Students will be able to integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.
- Students will be able to evaluate the consequences of economic activities and institutions for individual and social welfare.
- Students will be able to identify the basic features of alternative representations of human behaviour in economics.

UVFRMVO -205 Financial Mathematics and Statistics with MS-Excel II

At the end of the course, student will be able to:-

- Calculate measures of central tendency and measures of dispersion through excel which can be useful in research
- Find relationships between variables which can be used for forecasting.

UV-FRMAEC-206 Communication Skills in English II

On successful completion of the course learners are expected:-

- To become proficient in reading, writing, speaking and listening skills
- To efficiently perform various communication tasks
- To be competent in the various aspects of oral communication
- To be able to write letters, emails, essays and reports effectively
- To broaden their language proficiency and the range of their lexical resources

UCFRMVAC-207 Contemporary India: Values and Issues II

- An improved understanding of Indian constitutional values.

- Awareness of India's environmental issues and commitments.
- Developed knowledge about Yoga and its significance for health and wellbeing.

UC-FRMIKS -208 Introduction to Indian Knowledge Systems II

At the end of the course the student would be able to develop:-

- Understanding of scientific progress in ancient India.
- Appreciation for the relevance of Indian scientific developments today.
- Understanding of the significance of folk lore and folk tales in Indian culture.

Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested subsequently to add more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

**Part 2 - The Scheme of Teaching and Examination
Semester – I
Summary**

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	UV-FRMM1-101	Introduction to Retail
		UV-FRMM2-102	Store operation
2	Minor Subject	UV-FRMM3-103	Principle of Management
3	Open Elective	UV-FRMOE-104	Micro Economics
4	Vocational Course	UV-FRMVO-105	Financial Mathematics and Statistics with MS-Excel I
4	Ability Enhancement Courses (AEC)	UV-FRMAEC-106	Communication Skills in English I
5	Value Addition Course	UV-FRMVAC-107	Contemporary India: Values and Issues I
6	Introduction to Indian Knowledge Systems	UV-FRMIKS-108	Introduction to Indian Knowledge Systems I

First Year Semester I Internal and External Detailed Scheme

Sr . No.	Subject Code	Subject Title	Periods Per Week					Credit	SLE/PA	Internals				Total Marks
			Units	SL	L	T	P			CT	AP	T	SE	
1	UV-FRMM 1-101	Introduction to Retail	4	20%*	4	0	0	4	15	20	5	40	60	100
2	UV-FCOM1-102	Store operation	4	20%*	4	0	0	4	15	20	5	40	60	100
3	UV-FRM3-103	Business Management I- Principles of Management	4	20%*	4	0	0	4	15	20	5	40	60	100
4	UV-FRMOE-104	Micro Economics	3	20%*	2	0	0	2	15	--	5	20	30	50
4	UV-FCOVO-105	Financial Mathematics & Statistics with MS-Excel I	4	--	0	0	2	1	-	--	-	25	-	25
5	UV-FCOAE C-106	Communication Skills in English I	2	20%*	1	1	0	2	-	20		20	30	50
6	UV-FCOVA C-107	Contemporary India: Values and Issues I	2	20%*	2	0	0	2	15	-	5	20	30	50

7	UV-FCOIK S-108	Introduction to Indian Knowledge Systems I	2		1	0	0	1	20	-	5	25		25
Total Hours / Credit							20	Total Marks				500		

SL: Self Learning, L: Lecture, T: Total , P: Practical, SLE- Self learning evaluation, CT- Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment, PA- Project Assessment

First Year Semester – I Units – Topics – Teaching Hours

Sr No	Subject Code	Subject Unit Title		Lect ures	Total No. of hours	Cre dit	Total Marks
1	U-FCOM1-101	I	Introduction to Retailing	15	60	4	100
		II	Retail Formats, Segments, Verticals & Core Processes	15			
		III	Product retail segment and AI in Retail	15			
		IV	Career Opportunities in the Retail Sector	15			
2	UV-FCOM2-102	I	Introduction to Retail Operations	15	60	4	100
		II	Retail Store Processes	15			
		III	Introduction to Merchandise Forecasting & Budgeting	15			
		IV	Store Security, Regulatory Framework & FDI	15			
3	UV-FCOM3-103	I	Nature of Management	15	60	4	100
		II	Planning and Decision Making	15			
		III	Organizing and Staffing	15			

		IV	Directing, Leadership, Coordination and Controlling	15			
4	UVFRMOE-104	I	Deman and Supply analysis	10	30	2	50
		II	Production decisions, Cost of Production and Revenue analysis	10			
		III	Market Structure	10			
4	UV-FCO-VO-105	I	Introduction to Excel	3	30 hours (15 practicals of two hours each)	1	25
		II	Time value of money, annuities and loan amortization	3			
		III	Matrices, simultaneous equations, LPP	3			
		IV	Data representation using diagrams	3			
		V	Revision/Extra	3			
5	UV-FCO-AEC-106	I	Letters	5	30	2	50
		II	Data Interpretation	5			
		III	Essay	5			
6	UV-FCO-VEC-107	I	Understanding India and Environment: Ethical concerns	15	30	2	50
		II	Ethics in Digital Technology and Ethical concerns in social media	15			
7	UV-FCO-IKS-108	I	Indian Knowledge Systems	9	15	1	25
		II	Indian Knowledge system: An aesthetic approach	6			
			Total			20	500

- **Lecture Duration – 1 hr**
One credit = 15 hours of lectures and 30 hours of practicals

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code: UV-FRMM1-101 **Introduction to Retail**

Sr No	Units /Modules	Total lectures
1.	<p>Introduction to Retailing</p> <p>1.1 Concepts of Retailing, Features of Retailing, Functions of Retailing</p> <p>1.2 Evolution of Indian Retail, Organized vs. Unorganized Retail, Structure of Organized Retail</p> <p>1.3 Importance of Retail to the Economy , Challenges Faced in Organized Retail sector , prospects in Organized Retail sector</p> <p>1.3 Multi-channel and Omni-channels Retailing, Major Retail Players in India & International</p>	15
2.	<p>Retail Formats, Segments, Verticals & Core Processes</p> <p>2.1 Retail Formats: Store Formats (Hypermarkets, Supermarkets, Discount Stores, etc.</p> <p>2.2 Non-Store Formats (Direct Selling, Telemarketing, Online Retailing, Quick Commerce etc.</p> <p>2.3 Evolution of Retail Formats</p>	15
3.	<p>Product retail segment and AI in Retail</p> <p>3.1 Product Retail Segments: Consumer Durables, Home Appliances, Health & Beauty Care, Pharmaceuticals, Food & Grocery, Out-of-Home Food Services, Books, Music & Gifts, Entertainment,</p>	15

	<p>Footwear, etc.</p> <p>3.2 Core Processes: Store Operations, Merchandising, Logistics, Marketing, Purchase, Corporate Services, etc</p> <p>3.3 AI in Retailing: Indian Perspective</p> <p>3.4 Case Studies of Indian Retailers: Examples of how Indian retailers are leveraging AI to gain a competitive edge</p> <p>3.5 Emerging Trends in Retail Market</p>	
4.	<p>Career Opportunities in the Retail Sector</p> <p>4.1 Key Roles within Retail Businesses</p> <p>4.2 Skills Needed for Various Retail Work Profiles</p> <p>4.3 Challenges Faced in Retail Sector</p> <p>4.4 Success and failure stories in Retail sector in India</p>	15

Online Resources:

https://onlinecourses.swyam2.ac.in/imb20_mg02/preview

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/220

<https://www.edx.org/course/introduction-to-retail-management>

Recommended Text:

- Retailing Management – Swapna Pradhan; Tata McGraw-Hill Education 2011 New Delhi
- Retail Management – A Strategic Approach - Barry Berman & Joel Evan Patralli Chatterjee Mac Millan Edition 2017
- Retail Management – Gibson Vedamani; Tata McGraw-Hill Education 2011 New Delhi
- Retail Management – Levy & Weitz; Tata McGraw-Hill Education
- Channel Management & Retail Management – Meenal Dhotre; Himalaya Publishing House 2015
- Retail Marketing Management – David Gilbert; Pearson Education second edition
- The Art of Retailing – A.J. Lamba; Tata McGraw-Hill Education Edition 2002
- Retailing Management Text and Cases – U.C Mathur; I.K. International Publishing House
- Retail Management – Analysis Planning & Control – David Walters
- Retail Management Retail Concepts and Practices – R.S. Tiwari; Himalaya Publishing House
- Strategic Retail Management: Text and International Cases - Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein Edition 2016
- Retail Management: A Global Perspective (Text and Cases) – Harjit Singh; S.Chand Ltd Edition 2014

Course Code: UV-FRMM2-102

Store Operation

Sr No	Units/Modules	No of Lectures
1.	Introduction to Retail Operations 1.1 Understanding key processes in Retail Store 1.2 Managing Relationship with all the stake holders. 1.3 Understanding Critical Daily Functions of a retail store 1.4 Integration of AI and automation in daily store operations. 1.5 Understanding the terminology	15
2.	Retail Store Processes 2A Stock Management & Inventory Management 2.1 Stock Management and its significance. 2.2 Meaning of Perpetual Stock and Annual Inventory 2.3 Meaning of Negative Stock 2.4 Causes of Negative Stock 2.5 Importance of Quality Management 2.6 Returns and Defective Stock Management 2.7 Gap Management 2.8 Concept of Deleted Line 2.9 Inbound Logistics, AI-powered demand forecasting and automated warehousing. 2.10 Product Delivery 2.11 Vendor Management	15

	<p>2B Enterprise Resource Planning</p> <p>2.12 Need & Significance of ERP</p> <p>2.13 Integration of ERP in a retail store</p>	
3.	<p>Introduction to Merchandise Forecasting & Budgeting</p> <p>3.1 Introduction to Merchandise Forecasting</p> <p>3.2 Methods of Merchandise Forecasting</p> <p>3.3 Introduction to Merchandise Budgeting</p> <p>3.4 Methods of Merchandise Budgeting</p> <p>3.5 Components of Merchandise Budgets.</p>	15
4.	<p>Store Security, Regulatory Frame work & FDI</p> <p>4A Regulatory Frame work in Retail:</p> <p>4.1 Understanding various laws and policies governing retail business</p> <p>4B Store Security</p> <p>4.2 Identify the different security risks at workplace</p> <p>4.3 State the role of a sale associates in maintaining store security</p> <p>4.4 Explain the business processes for preventing security issues</p> <p>4.5 Recall the measures prescribed by the organization to manage security issues</p> <p>4.6 Define the escalation process in case of security breaches</p> <p>4.7 List the important reports maintained in the store as part of store security process</p> <p>4C FDI in Retail</p> <p>4.8 Single Brand Retail Business</p>	15

	<p>4.9 Multi Brand Retail Business</p> <p>4.10 Impact Analysis : Indian Economy Pros & Cons</p> <p>4.11 Learning`s from “BRICS” countries</p> <p>4.12 Latest Trends & Practices in Retail Operations.</p>	
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Online Resources

https://onlinecourses.swayam2.ac.in/imb20_mg29/preview

<https://nptel.ac.in/courses/110/104/110104070/>

Reference Books:

1. Retailing Management – Swapna Pradhan; Tata McGraw-Hill Education, 2011 New Delhi
2. Retail Management – A Strategic approach -Barry Berman & Joel Evan, Patralli Chatterjee Mac Millan Edition 2017
3. Retail Management – Gibson Vedamani; Tata McGraw-Hill Education, 2011 New Delhi
4. Retail Management – Levy & Weitz; Tata Mc graw Hill Education
5. Channel Management & Retail Management – Meenal Dhotre, Himalaya Publishing House 2015
6. Retail Marketing Management – David Gilbert; Pearson Education second edition
8. The Art of Retailing – A.J. Lamba; Tata McGraw-Hill Education Edition 2002
9. Retailing Management Text and cases- U.C Mathur, I k. International Publishing house
10. Retail Management – Analysis, Planning & Control – David Walters;
- 11 Retail Management, Retail Concepts and Practices – R S Tiwari , Himalaya Publishing House.
- 12 Strategic Retail Management: Text and International Cases - Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein edition 2016.
13. Retail Management A Global Perspective (Text and Cases)- Harjit Singh S.Chand ltd edition 2014

Course Code : UV-FRMM3-103
Business Management I - Principles of Management

S R.No.	Modules/ Units	No. of Lectures
1	Nature of Management 1.1 Concept and significance of management 1.2 Nature of management 1.3 Process of Management 1.4 Functional areas of management 1.5 Evolution of management thoughts-contribution of F.W. Taylor, Henry Fayol 1.6 Behavioral Science approach 1.7 Contingency approach 1.8 Management Functions - Planning, Organizing, Staffing, Directing and Controlling.	15
2	Planning and decision making 2.1 Planning – meaning and importance 2.2 Elements of a plan 2.3 Process of planning 2.4 Advantages and limitations of Planning 2.5 Decision making – Concept and Meaning 2.6 Importance of Decision Making 2.7 Process of decision making 2.8 Techniques of decision making.	15
3	Organizing and Staffing	15

	<p>3.1 Meaning and concept of organizing</p> <p>3.2 Nature and Significance of organizing</p> <p>3.3 Delegation: Authority and responsibility relationship</p> <p>3.4 Centralization v/s decentralization</p> <p>3.5 Meaning of departmentation</p> <p>3.6 Structure of an organization (formal and informal, line and staff and matrix)</p>	
4	<p>Directing, leadership, co-ordination and controlling</p> <p>4.1 Directing: Meaning of Directing</p> <p>4.2 Process of directing</p> <p>4.3 Meaning , Concept and significance of motivation</p> <p>4.4 Theories of Motivation (Maslow, Herzberg, Mc Gregor)</p> <p>4.3 Meaning and concept of Leadership</p> <p>4.4 Traits and Qualities of leader</p> <p>4.5 Styles of Leadership</p> <p>4.6 Co -ordination – Meaning and elements</p> <p>4.6 Controlling: Meaning and Concept</p> <p>4.7 Process of Controlling</p> <p>4.8 Effective Control System</p> <p>4.9 Techniques of Controlling (TQM, Quality Circles, Brainstorming , Decision tree)</p>	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Concept and significance of management
1	1.5 Evolution of management thoughts-contribution of F.W.Taylor, Henry Fayol
2	2.1 Planning – meaning and importance
2	2.2 Elements of a plan
3	3.1 Meaning and concepts of organizing
4	4.3 Meaning of Leadership
4	4.5 Traits of Leader

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Evolution Theory and Elements of Management from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 (Select Elements of Planning from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Organizing Concept from drop down menu)
https://nptel.ac.in/courses/122/105/122105021/ (Introduction to Leadership and Traits of Leader)

Reference Books:

- Principles of Management - P.C. Tripathi& P.N. Reddy.
- Essentials of Management - Wehrich and Koontz.
- Principles of Management - L.M. Prasad

- Principles of Management – DinkarPagare
- Business Management - C.B. Gupta
- Business Management - N. Premavathy
- Principles of Management - J. Jayasanka

Course Code : UVFRM OE -104
Micro Economics

Sr No	Units/Modules	No. of Lectures
I	<p>Demand and Supply Analysis</p> <p>1.1 Scope & Importance of Micro Economics, Demand function: Meaning, determinants, Variation and change in demand, Supply function: Meaning, determinants</p> <p>1.2 Shifts in the Demand and Supply Curves and Equilibrium</p> <p>1.3 Elasticity: Meaning, Significance, Types of Elasticity of demand (Price, Income, Cross and Promotional)</p>	15
II	<p>Production decisions, Cost of Production, Revenue analysis and Market structure</p> <p>2.1 Production function: Production in the short and long run - Law of Variable proportions and Law of returns to scale, Isoquant, Economies and Diseconomies of Scale</p> <p>2.2 Cost concepts: Accounting cost and Economic cost, Implicit and Explicit cost, Fixed and variable cost, Total, Average and Marginal cost, Numerical on cost</p> <p>2.3 Revenue concepts: Types: Total, Average & Marginal revenue</p> <p>2.4 Market Structure: Perfect Competition: Features, Monopoly: Features and Sources of monopoly power, Monopolistic Competition: Features and</p>	15

	Selling Cost, Oligopoly: Features	
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Self Learning Topics (Unit wise)

Unit Topic
I Demand Analysis Online Resource- https://nptel.ac.in/courses/110105075
II Monopoly Online Resource- https://onlinecourses.swayam2.ac.in/imb22_mg38/course#

Reference Books

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2. Hirschey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4. Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002)
6. Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)
8. Richard G. Lipsey, K.Alec Chrystal, Principles of Economics(Oxford University Press)
- 8.Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)
- 9.Gregory Mankiw., Principles of Economics, Thomson South western (2002)

10. Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
 11. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)
 12 Richard G. Lipsey, K.Alec Chrystal, Principles of Economics(Oxford University Press)

Course Code : UV-FRMVO-105
Course: Financial Mathematics and Statistics with MS-Excel I

Sr No	Units	No. of Practical s
I	<p>Introduction to Excel</p> <p>1.1 Workbook, worksheets, cells, types of data, cell references, cut, copy, paste (paste-special, values, formulas), conditional formatting</p> <p>1.2 Operators- Arithmetic operators, Relational operators, Logical operators, creating formulas, functions, working with excel sheets – freeze panes, sort, custom sort, filter, find and replace, IF and Nested IF functions.</p>	3
II	<p>Time value of money, annuities and loan amortization</p> <p>2.1 Compound interest, discrete and continuous compounding, nominal and effective rate of interest</p> <p>2.2 Regular annuity, future and present value of annuity, equated monthly instalments, amortization.</p>	3
III	<p>Matrices, simultaneous equations, LPP</p> <p>3.1 Matrices types, operations on matrices – scalar multiplication, addition, subtraction, product of matrices, determinants, inverse of a matrix</p> <p>3.2 Simultaneous Equations construction and solving</p> <p>3.3 Linear Programming Problems in two variables, formulation of LPP and solving graphically</p>	3

IV	Data representation using diagrams 4.1 Constructing frequency tables 4.2 Making bar charts, pie charts and histograms	3
V	Revision / Extra Practicals	3

List of Practical:

1. Working with Excel sheets.
2. Conditional Formatting, Sort and Filter.
3. Working with Formulas and Logical Operators.
4. Time Value of Money.
5. Annuities.
6. Loan Amortization.
7. Working with Matrices I
8. Working with Matrices II
9. Simultaneous Equations.
10. Linear Programming Problems.
11. Data Representation using Diagrams I
12. Data Representation using Diagrams II

Note:

1. Each practical will be of two hours duration.
2. A practical batch size will be as per the university norms.
3. The students will have to maintain a file/journal in which the practical questions and the output obtained in the practical should be filed.

Reference Books

1. Microsoft Excel 2016 Bible by John Walkenbach, Wiley India
2. Microsoft Excel 2016 for Dummies by Greg Harvey, Wiley
3. Excel 2016 from scratch: Excel Course with Demos and Exercises by Peter Kalmstrom and Kate Kalmstrom
4. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press
5. Business Mathematics by D.C.Sancheti and V.K.Kapoor, Sultan Chand & Sons
6. Mathematics for Business and Economics by J.D.Gupta, P.K.Gupta and ManMohan, TataMc-Graw Hill Publishing Co.Ltd.
7. Quantitative Methods-Part-I by S.Saha and S.Mukerji, New Central Book Agency

8. Investments by J.C.Francis & R.W.Taylor, Schaum's Outlines, Tata Mc-GrawHill
9. Operations Research by Gupta and Kapoor
10. Statistical Methods by S.G.Gupta, S.Chand &Co
11. Statistics for Management by Levin & Rubin, Prentice Hall of India
12. Statistics - Theory, Method & Applications by D.S.Sancheti & V.K.Kapoor
13. Modern Business Statistics (Revised) by B.Pearles & C.Sullivan –Prentice Hall of India.

14. Business Mathematics & Statistics by B Aggarwal, Ane Book Pvt.Limited

Software Requirement:

Microsoft Excel 2016 or above

Evaluation Pattern:

The course will be assessed for a total of 25 marks and will consist of:

- Journal consisting of output of at least 9 practicals – 5 marks.
- Practical examination at end of Semester – 20 marks

Course Code : UV-FRMAEC -106
Course: Communication Skills in English I

Sr N o	Units	No. of Lectures
I	<p>Letters</p> <p>1.1 Job Application Letter with Resume</p> <p>1.2 Statement of Purpose</p> <p>1.3 Letters to the Editor</p> <p>1.4 Sales/Promotion Letters</p>	5
II	<p>Data Interpretation</p> <p>Students will learn to read and interpret maps, pie charts, tables, line and bar graphs, and flow charts and express the same in a paragraph form.</p>	5

	(Note: Other important forms of visual communication may also be introduced to students. However, they will be tested only on the above forms in the examination.)	
III	Essay 1.1 Reflective 1.2 Analytical 1.3 Persuasive/Argumentative	5

No. of lectures per week: 01 lecture + 01 tutorial*

*The number of students in each tutorial batch shall be 25 students. The last batch in a division may however have 20 students.

Suggested Topics for Tutorials: (for both semesters)

1. Fundamentals of Grammar
2. Vocabulary Building and Language Games
3. Editing Sentences and longer passages
4. Summarization
5. Stress Marking
6. Phonology
7. Reading Skills
8. Listening Skills
9. Speaking Skills and Pronunciation
10. Debates / Speeches
11. Book / Film Reviews

References

1. Bansal, R.K. and J.B. Harrison, *Spoken English: A Manual of Speech and Phonetics* New Delhi: Orient Black Swan, 4th edn, 2013).
2. Bellare, Nirmala. *Reading Strategies. Vols. 1 and 2.* New Delhi. Oxford University Press, 1998.
3. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading, Vols. 1 and 2.* Macmillan, 1975.
4. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well.* Sydney: Allen and Unwin, 2004.
5. Dev, Anjana Neira (2009). *Creative Writing: A Beginner's Manual.* Pearson, Delhi, 2009.

6. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
7. Doughty, P. P., Thornton, J. G. *Language in Use*. London: Edward Arnold, 1973.
8. Eastwood, John. (2005) *Oxford Practice Grammar*. Oxford, OUP
9. Freeman, Sarah. *Written Communication*. New Delhi: Orient Longman, 1977.
10. Glendinning, Eric H. and Beverley Holmstrom. *Second edition. Study Reading: A Course in Reading Skills for Academic Purposes*. Cambridge: CUP, 2004
11. Grellet, F. *Developing Reading Skills*, Cambridge: Cambridge University Press, 1981.
12. Hamp-Lyons, Liz and Ben Heasley. *Second edition. Study Writing: A Course in Writing Skills for Academic Purposes*. Cambridge: CUP, 2006
13. Jakeman, Vanessa and Clare McDowell. *Cambridge Practice Test for IELTS 1*. Cambridge: CUP, 1996.
14. Maley, Alan and Alan Duff. *Second Edition. Drama Techniques in Language Learning* Cambridge: CUP, 1983.
15. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
16. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
17. Morley, David. *The Cambridge Introduction to Creative Writing*. Cambridge, New York, 2007.
18. Narayanaswami, V. R. *Organised Writing, Book 2*. New Delhi: Orient Longman.
19. *Reading & Thinking in English, Four volumes* The British Council Oxford University Press, 1979-1981.
20. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
21. Ludlow, R. & Panton, F.; *The Essence of Effective Communications*, Prentice Hall of India Pvt. Ltd., New Delhi.
22. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
23. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.
24. Wallace, Michael. *Study Skills*. Cambridge: CUP, 2004.
25. Widdowson, H. G.: *English in Focus. English for Social Sciences*. Oxford University Press

Webliography:

1. <http://www.onestopenglish.com>
2. www.britishcouncil.org/learning-learn-english.htm
3. <http://www.teachingenglish.org.uk>
4. <http://www.usingenglish.com/>
5. Technical writing PDF (David McMurrey)
6. <http://www.bbc.co.uk/>

7. <http://www.pearsoned.co.uk/AboutUs/ELT/>
8. <http://www.howisay.com/>
9. <http://www.thefreedictionary.com/>
10. <https://www.merriam-webster.com/games>
11. <https://www.nytimes.com/puzzles/letter-boxed>
12. Jon Ingold - Sparkling Dialogue: A Masterclass.” *YouTube*, 1 Dec. 2018, www.youtube.com/watch?v=_vRfNtvFVRo.

Formative Assessment: (20 marks per semester)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project
4. Presentation

Summative Assessment:

QUESTION PAPER PATTERN

Duration: 1 hour

Marks: 30

- Q.1 Letters (1 out of 2) [Unit I] (10 marks)
- Q.2 Data Interpretation (150 words) [Unit II] (10 marks)
(Students will present a summary of the visual data given)
- Q.3 Essay (1 out of 2) (200-250 words) [Unit III] (10 marks)

Course Code : UV-FRMVAC-107

Course: Contemporary India: Values and Issues -I

Sr No	Units	No. of lectures
1	<p>A. Understanding India</p> <p>1.1. Society and State- Religion, caste, rural, urban and tribal, gender and sex ratio</p> <p>1.2. Appreciating values of pluralism/ diversity and challenges to pluralism- regionalism, linguism and ethnic conflicts.</p> <p>B. Environment: Ethical concerns</p>	15

	1.3. Environmental Ethics - Deep Ecology, Eco-Feminism, 1.4. Eco-Tourism, Environmental Movements in independent India.	
2	<p>A. Ethics in Digital Technology</p> <p>2.1. Artificial Intelligence (AI)- Case Study on ChatGPT.</p> <p>2.2. Cyber Security- hacking, malware, phishing, internet shopping/ banking.</p> <p>B. Ethical concerns in social media</p> <p>2.3. Issues in social media- cyber bullying, trolling, identity theft,</p> <p>2.4. Abuse of social media accounts- Facebook, Twitter and other.</p>	15

References

1. Ahuja Ram (2014), *Social Problems in India*, Jaipur: Rawat Publication.
2. Chandra Bipan (1984), *Communalism in Modern India*, Delhi: Vikas Publishing House.
3. Dubey S.C. (2018), '*Indian Society*', National Book Trust.
4. Furer Christoph Von-Haimendorf (1992), *Tribes of India, the Struggle for Survival*, Berkely: University of California Press.
5. Ganesh, Kamala, Thakkar (2005), "*Culture and the making of Identity in Contemporary India*" Usha, Sage Publication, New Delhi.
6. Harvey Carol P and Allard June M (2005), *Understanding and managing Diversity Readings Cases, and Exercises*; New Delhi: Prentice Hall of India.
7. Managi and Kumar (2009), *The Economics of Sustainable Development: The Case of India*, New York: Springer.
8. Patra, A.D. (2010), *Infrastructure, Development and Regional Disparity: An interstate analysis*, Indian Economics Association, Deep and Deep Publications.
9. Roy, Gaurav K. (2020), *Cyber Security and Digital Privacy a universal approach*, Highbrow Scribes Publications.
10. Suresh Jayshree, Raghavan, B.S (2003), *Human Values and Professional Ethics*. New Delhi: S. Chand
11. Shinde, Anand (2021), *Introduction to Cyber Security Guide to the world of Cyber Security*.

II Journals and Magazines

- AIDWA
- Economic and Political Weekly of India

- Frontline
- India Today
- Man and Development

Assessment: Total 50 marks

Part A) Semester End exam –Time: One hour

30 Marks

Q. 1 A

10 Marks

OR

Q.1 B

Q. 2 A

10 Marks

OR

Q. 2 B.

Q.3. Short notes: Any two from four (5 marks each)

10 Marks

Part B) Internal assessment – 20 marks - 15m – SLE/ MCQ/Class Test/ Projec + 5m (class participation)

Course Code : UV-FRMIKS-108

Course: Introduction to Indian Knowledge Systems – I

Sr No	Units	No. of lectures
1	<p>Indian Knowledge Systems:</p> <p>1.1 Concept, relevance and methodology</p> <p>1.2 Darshanas of the Hindu Philosophy, questioning set paradigms through Buddhism and Jainism</p> <p>1.3 Transmission of knowledge - oral, guru-shishya Parampara, ancient centres of higher education, experiential learning (Bhakti and Sufi movement)</p> <p>1.4 Contribution of women scholars in early India.</p>	9
2	<p>Indian Knowledge system: An aesthetic approach</p> <p>2.1 Natyashastra,</p> <p>2.2 Indian music tradition (gharana system)</p> <p>2.3 Culinary traditions,</p> <p>2.4 Paintings and textiles.</p>	6

References

1. Basham, A. L. (1987), *The Wonder that was India*, Sidgwick & Jackson Ltd., London
2. Chattopadhyaya, Deviprasad (1977), *Science and Society in Ancient India*, Research India Publications
3. Jha, Amit (2009), *Traditional Knowledge System in India*, Atlantic Publishers, New Delhi.
4. Jha, D. N. (2004), *Early India, A Concise History*, Manohar Publishers & Distributors.
5. Jha, D. N. (1993), *Economy and Society in Early India: Issues and Paradigms*, Munshiram Manoharlal Publishers
6. Singh, Sahana (2022), *Revisiting the Educational Heritage of India*, Global Collective Publishers.
7. Sen, Amartya (2005), *Argumentative Indian*, Allan Lane.
8. Singh, Upinder (2008), *A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century*, Pearson Education India.
9. Thapar, Romila (2018), *Indian Cultures as Heritage: Contemporary Pasts*, Aleph Book Company.

10. Thapar, Romila (2014), *The Past as Present: Forging Contemporary Identities Through History*, Aleph Book Company.
11. Basham, A. L. (1987), *The Wonder that was India*, Sidgwick & Jackson Ltd., London
12. Chattopadhyaya, Deviprasad (1977), *Science and Society in Ancient India*, Research India Publications
13. Jha, Amit (2009), *Traditional Knowledge System in India*, Atlantic Publishers, New Delhi.
14. Jha, D. N. (2004), *Early India, A Concise History*, Manohar Publishers & Distributors.
15. Jha, D. N. (1993), *Economy and Society in Early India: Issues and Paradigms*, Munshiram Manoharlal Publishers
16. Singh, Sahana (2022), *Revisiting the Educational Heritage of India*, Global Collective Publishers.
17. Sen, Amartya (2005), *Argumentative Indian*, Allan Lane.
18. Singh, Upinder (2008), *A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century*, Pearson Education India.
19. Thapar, Romila (2018), *Indian Cultures as Heritage: Contemporary Pasts*, Aleph Book Company.
20. Thapar, Romila (2014), *The Past as Present: Forging Contemporary Identities Through History*, Aleph Book Company.

Evaluation Criteria:

25 Marks: Formative assessment (CAE)

20 marks- Internal assessment that can include project submission/ debate/ group discussion/ presentation and online learning from Swayam portal

05 marks- class participation

The Scheme of Teaching and Examination
Semester – II

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	UV-FRMM1-201	Consumer and shopping buying Behaviour
		UV-FRMM2-202	Category Management
2	Minor Subject	UV-FRMM3-203	Business Management II- Marketing Management
3	Open Elective	UV-FRMOE-204	Macro Economics
4	Vocational Course	UV-FRMVO-205	Financial Mathematics and Statistics with MS-Excel II
5	Ability Enhancement Courses (AEC)	UV-FRMAEC-206	Communication Skills in English- II
6	Value Addition Course	UV-FRMVAC-207	Contemporary India: Values and Issues- II
7	Indian Knowledge System	UV-FRMIKS-208	Introduction to Indian Knowledge Systems- II

First Year Semester II Internal and External Detailed Scheme

Sr . No.	Subject Code	Subject Title	Periods Per Week					Credit	SL E/ PA	Internals				Total Marks
			Units	SL	L	T	P			CT	AP	T	SE E	
1	UV-FRM M1-201	Consumer and shopping buying behaviour	4	20%*	4	0	0	4	15	20	5	40	60	100
2	UV-FRM M2-202	Category Management	4	20%*	4	0	0	4	15	20	5	40	60	100
3	UV-FRM M3-203	Business Management II- Marketing Management	4	20%*	4	0	0	4	15	20	5	40	60	100
4	UV-FRMO E 204	Macro Economics	2	20%*	2	0	0	2	15	0	5	20	30	50
5	UV-FCOV O-205	Financial Mathematics & Statistics with MS-Excel II	4	--	0	0	2	1	-	--	-	25	-	25
6	UV-FCOA EC-206	Communication Skills in English II	3		1	1	0	2	-	20	-	20	30	50
7	UV-FCOV AC-207	Contemporary India: Values and Issues II	2	20%*	2	0	0	2	15	-	5	20	30	50

8	UV-FCOI KS-20 8	Introduction to Indian Knowledge Systems II	1		1	0		1	20		5	25	-	25
	Total Hours / Credit						20		Total Marks			500		

SL: Self Learning, L: Lecture, T: Total P: Practical, SLE- Self learning evaluation, CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment PA- Project Assessment

First Year Semester – II Units – Topics – Teaching Hours

Sr No	Subject Code	Subject Unit Title		Lect ures	Total No. of hours	Cre dit	Total Marks
1	UV-FRMM1-201	I	Introduction to the Study of Consumer Behaviour	15	60	4	100
		II	The Consumer Decision Making Process	15			
		III	Factors Influencing Buying Behaviour	15			
		IV	Emerging Trends in Consumer Behaviour	15			
2	UV-FRMM2-202	I	Introduction to Category Management:	15	60	4	100

		II	Category Management Methods & Processes	15			
		III	Promotional Aspects of Category Management	15			
		IV	Category Performance	15			
3	UV-FRMM3-203	I	Introduction to Marketing	15	60	4	100
		II	STP in marketing and recent concepts:	15			
		III	Introduction to Service Marketing	15			
		IV	Marketing of Services	15			
4	UV-FRMOE-204	I	Introduction to Macro Economics, Inflation, Monetary Policy	15			
		II	Constituents of Fiscal Policy, FDI, Foreign Exchange Market	15	30	2	50
5	UV-FCOVO-205	I	Measures of Central Tendency	3	30 (15 practical of two hours each)	1	25
		II	Measures of Dispersion	3			
		III	Correlation and Regression	3			
		IV	Time Series and Index Numbers	3			
		V	Revision /Extra	3			
5	UV-FCOAEC-206	I	Emails	5	30	2	50
		II	Report Writing	5			
		III	Creative Writing	5			
6	UV-FCOVAC-207	I	Constitution of India	15	30	2	50
		II	Environmental commitments and Yoga	15			

7	UV- FCOIKS- 208	I	Overview of Indian scientific thought	7	15	1	25
		II	'Katha'	8			
			Total			20	500

● **Lecture Duration – 1 hr**

One credit = 15 hours of lectures and 30 hours of practicals

Part 4 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

UV-FRMM1-201
Consumer and Shopping buying behavior

Sr No	Units/Modules	No of lectures
1.	<p>Introduction to the Study of Consumer Behaviour</p> <p>1.1 Overview of Consumer Behaviour as a Field of Study - Defining Consumer Behaviour - Importance and Scope of Consumer Behaviour in the Marketing Context</p> <p>1.2 Evolution of Consumer Behaviour as a Field of Study and its Relationship with Marketing: Behavioral Dimension</p> <p>1.3 The Interdisciplinary Nature of Consumer Behaviour</p>	15
2.	<p>The Consumer Decision Making Process</p> <p>2.1 Various Stages in the Consumer Decision Making Process</p> <p>2.2 Buying Motives - Buying Roles.</p> <p>2.3 Factors Influencing the Decision-Making Process –</p> <p>2.4 Levels of Consumer Decision Making –</p> <p>2.5 Perspectives on Consumer Decision Making</p>	15
3.	<p>Factors Influencing Buying Behaviour</p> <p>3.1 Internal Factors: - Perception, Risk, and Imagery. - Learning. - Motivation. - Emotions and Mood. - Personality, Self-Concept, and Self-Image. - Attitudes: Belief, Affect, Attitude, and Intention. - Attitude Formation and Attitude Change. - Consumer Involvement. - Consumer Communication.</p> <p>3.2 External Factors: - Culture, Sub-Culture, Cross-Culture. - Social Class and Mobility. – Revised Family and Life Cycle. - Consumer Groups and Reference Groups. - Lifestyle Analysis. - Interpersonal Communication and Influence. - Opinion Leadership, Social Media Influencers</p>	15
4.	<p>Emerging Trends in Consumer Behaviour</p>	15

	<p>4.1 Impact of Digital and Social Media on Consumer Behaviour : - Role of Digital Platforms, , Online Reviews in Shaping Consumer Decisions.</p> <p>4.2 Activities: - Social Media Analysis: Analyze a Brand's Social Media Presence. Examine Engagement Rates, Types of Content, and Consumer Feedback. - Influencer Impact: Track and Analyze a Social Media Influencer's Promotions and Impact on Consumer Behavior.</p> <p>4.3 Current Trends in Consumer Buying Patterns Theory: - Sustainability. - Personalized Marketing. - Shift to Online Shopping.</p> <p>Case Study Analysis: - Review and Present Case Studies of Companies Adapting to New Consumer Trends. - Discuss Strategies Used by These Companies.</p>	
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Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/222
https://nptel.ac.in/courses/110/105/110105029/
https://nptel.ac.in/courses/110/105/110105074/

Reference Books:

- Consumer Behaviour By Schiffman – Kanuk
- Why We Buy: The Science Of Shopping - by Paco Underhill
- Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping by Philip Graves

UV-FRMM2-202
Category Management

Sr No	Units/Modules	No of lectures

1.	<p>Introduction to Category Management:</p> <p>1.1 . Concept – Categories and their definitions</p> <p>1.2 . Need for Category Management</p> <p>1.3 . Beneficiaries of Category Management</p> <p>1.4 . Use of Category Management</p> <p>1.5 . Category Management and Other functions of Retail</p> <p>1.6 . The Reason for Emergence of Category Management</p>	15
2.	<p>Category Management Methods & Processes:</p> <p>2.A. Merchandise Procurement Planning:</p> <p>2.1 . Merchandise Planning</p> <p>2.2 . Processes of Merchandise Planning</p> <p>2.3 . Merchandise Forecasting & Methods</p> <p>2.4 . Supplier Relationship Management</p> <p>2.B. Basics of Store Design & Layout:</p> <p>2.5 . Purpose of Store Design</p> <p>2.6 . Store Design Concepts & Techniques</p> <p>2.7 . Store Design Layout & Methods</p> <p>2.8 . Sustainable design practices and the integration of technology in store design</p> <p>2.C. Category Management Methods:</p> <p>2.9 . Collection & Classification of Data at SKU.</p> <p>2.10 . Organization of Data in Master data & Register Format.</p> <p>2.11 . Data Analysis</p>	15
3.	<p>Promotional Aspects of Category Management:</p> <p>3.1 . Promotional Schemes & Types</p> <p>3.2 . Aspects of Visual Merchandising & Range Planning</p> <p>3.3 . Impact of digital displays and augmented reality in</p>	15

	<p>visual merchandising</p> <p>3.4 . Sales Promotion Schemes (Planning & Implementation)</p> <p>Stock Management:</p> <p>3.5 . Subcategory percentage & Price range</p> <p>3.6 . Managing stock levels in subcategories</p> <p>3.7 . Dynamic pricing strategies and their influence on stock management</p> <p>3.8 . Methods & Procedures for Maintaining stock levels</p>	
4.	<p>Category Performance</p> <p>4.1 Profit Margin analysis</p> <p>4.2 . Productivity Techniques (Space Management)</p> <p>4.3 . Ratios Analysis (Types of Ratios for measuring Category Performance)</p> <p>4.4 . Simplex Programming Usage</p> <p>4.5 . Other Aspects of Performance Management</p> <p>4.6 . Category Captain: Role & Performance</p> <p>4.7 . Category Management Limitations</p>	15

Online Resources:

<https://nptel.ac.in/courses/110/104/110104070/>

<https://nios.ac.in/media/documents/Secbuscour/English/chapter-14.pdf>

Recommended Text:

- Retailing Management – Swapna Pradhan; Tata McGraw-Hill Education, 2011 New Delhi
- Retail Management – A Strategic approach -Barry Berman & Joel Evan, Patralli Chatterjee Mac Millan Edition 2017
- Retail Management – Gibson Vedamani; Tata McGraw-Hill Education, 2011 New Delhi

- Retail Management – Levy & Weitz; Tata Mc graw Hill Education
- Channel Management & Retail Management – Meenal Dhotre, Himalaya Publishing House 2015
- Retail Marketing Management – David Gilbert; Pearson Education second edition
- The Art of Retailing – A.J. Lamba; Tata McGraw-Hill Education Edition 2002
- Retailing Management Text and cases- U.C Mathur, I k. International Publishing house
- Retail Management – Analysis, Planning & Control – David Walters;
- Retail Management, Retail Concepts and Practices – R S Tiwari , Himalaya Publishing House.

UV-FRMM3-203
Business Management II- Marketing Management

Sr No	Unit /Modules	No of lectures
1.	<p>Introduction to Marketing</p> <p>1.1 Concept, nature, scope and importance of marketing</p> <p>1.2 Marketing concept and its evolution</p> <p>1.3 Strategic marketing planning – an overview</p> <p>1.4 4C’s of marketing</p> <p>1.5 Marketing environment – macro and micro components and their impact on marketing decisions;</p> <p>1.6 Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</p> <p>1.7 Concept of Value, Customer Value triad</p>	15

	1.8 Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing	
2.	<p>STP in marketing and recent concepts:</p> <p>2.1 Segmentation: Meaning, importance, Bases of segmentation</p> <p>2.2 Targeting: Meaning , types</p> <p>2.3 Positioning: Meaning – strategies, Concept of Unique Selling Proposition</p> <p>2.4 Issues and Developments in Marketing</p> <p>2.5 Social, ethical and legal aspects of marketing;</p> <p>2.6 International marketing</p> <p>2.7 Green marketing; Cyber marketing; and other developments of marketing</p>	15
3.	<p>Introduction to Service Marketing:</p> <p>3.1 Services Marketing Concept, Distinctive Characteristics of Services, Services</p> <p>3.2 Marketing Triangle, Purchase Process for Services</p> <p>3.3 Goods Services Continuum</p> <p>3.4 Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping Flowcharting</p> <p>3.5 Branding of Services – Problems and Solutions</p>	15

4.	<p>Marketing of Services:</p> <p>4.1 Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality</p> <p>4.2 The SERVQUAL Model</p> <p>4.3 The Flower of Service Model</p> <p>4.4 Demand and Capacity Alignment</p> <p>4.5 Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector</p>	15
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Online Resources:

- https://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
- <https://nptel.ac.in/courses/110104068>
- <https://nptel.ac.in/courses/110107142>

Recommended Text:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
5. Pillai R S, Bagavathi, Modern Marketing
6. Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition
7. Christoper Lovelock, JochenWirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy – A South Asian Perspective , Pearson Education, 7th Edition
8. Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices, McgrawHill, 2011
9. Harsh V.Verma, Services Marketing Text & Cases, Pearson Education, 2nd Edition
10. K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition, 2011
11. C. Bhattacharjee, Service Sector Management, Jaico Publishing House, Mumbai, 2008
12. Govind Apte, Services Marketing, Oxford Press, 2004

Sr. no.	Modules/ units	No. of Lectures
1	Introduction to Macro Economics, Inflation, Monetary Policy 1.1 Macroeconomics: Meaning, Scope and Importance 1.2 Circular flow- 2,3,4 sector 1.3 The Measurement of National Product: meaning and measurement 1.4 Inflation: Types, Causes, Effects 1.5 Monetary Policy: meaning, objectives, instruments.	15
2	Constituents of Fiscal Policy , FDI . Foreign Exchange markets 2.1 Fiscal Policy: meaning, objectives 2.2 Instruments of Fiscal Policy: types of tax, canons of taxation 2.3 Union Budget – Structure 2.4 Foreign Investments: FDI and FPI, their comparison, merits and demerits of FDI 2.5 Foreign Exchange and Foreign Exchange Markets: – Fixed and Flexible exchange rates – Managed Float exchange rate system	15

Self-Learning topics (Unit wise):

Sr. No	Unit	
1	2	Inflation
2	4	Globalization

Online Resources

https://nptel.ac.in/courses/109/104/109104073/#
https://nptel.ac.in/noc/courses/noc15/SEM1/noc15-hs08/

References

- Mankiw N. G. , Macroeconomics

- Ahuja H. L., Modern Economics—S. Chand Company Ltd. New Delhi
- Dornbush, Fisher and Startz, Macroeconomics--Tata – McGraw Hill , New Delhi
- Dwivedi, D.N. (2001), Macro Economics : Theory and Policy, Tata McGraw Hill, New Delhi

UV-FRMVO-205

Course: Financial Mathematics and Statistics with MS-Excel II

Sr No	Units	No. of Practicals
I	<p>Measures of Central Tendency</p> <p>1.1 Mean</p> <p>1.2 Median, Quartiles Deciles and Percentiles</p> <p>1.3 Mode</p>	3
II	<p>Measures of Dispersion</p> <p>2.1 Range and coefficient of range</p> <p>2.2 Quartile Deviation and coefficient of quartile deviation</p> <p>2.3 Mean Deviation and coefficient of mean deviation</p> <p>2.4 Standard deviation and coefficient of variation</p>	3
III	<p>Correlation and Regression</p> <p>3.1 Scatter plot, Karl Pearson's formula, Rank Correlation, Spearman's coefficient</p> <p>3.2 Linear Regression, forecasting</p>	3
IV	<p>Time Series and Index Numbers</p> <p>4.1 Time Series Analysis, forecasting using time series</p> <p>4.2 Index Numbers unweighted and weighted, Laspeyre, Paasche, Fischer,</p>	3

	Marshall-Edgeworth and Dorbish-Bowley index numbers	
V	Revision / Extra Practicals	3

List of Practicals

1. Mean, Median and Mode.
2. Quartiles, Percentiles and Deciles.
3. Range, Quartile Deviation and their coefficients
4. Mean deviation from mean, median, mode and their coefficients
5. Standard deviation, variance, coefficient of variation
6. Scatter plots
7. Karl Pearson and Spearman's coefficients
8. Plotting linear equations
9. Linear Regression
10. Calculating moving averages
11. Forecasting using time series
12. Index numbers

Note:

1. One practical will be of two hours each
2. A practical batch will according to the university norms.
3. Students will have to maintain a file/journal in which the practical questions and the output obtained in the practicals will be filed.

References

1. Microsoft Excel 2016 Bible by John Walkenbach, Wiley India
2. Microsoft Excel 2016 for Dummies by Greg Harvey, Wiley
3. Excel 2016 from scratch: Excel Course with Demos and Exercises by Peter Kalmstrom and Kate Kalmstrom
4. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press
5. Business Mathematics by D.C.Sancheti and V.K.Kapoor, Sultan Chand & Sons
6. Mathematics for Business and Economics by J.D.Gupta, P.K.Gupta and ManMohan, TataMc-Graw Hill Publishing Co.Ltd.
7. Quantitative Methods-Part-I by S.Saha and S.Mukerji, New Central Book Agency
8. Investments by J.C.Francis & R.W.Taylor, Schaum's Outlines, Tata Mc-GrawHill
9. Operations Research by Gupta and Kapoor
10. Statistical Methods by S.G.Gupta, S.Chand &Co
11. Statistics for Management by Levin & Rubin, Prentice Hall of India

12. Statistics - Theory, Method & Applications by D.S.Sancheti & V.K.Kapoor
 13. Modern Business Statistics (Revised) by B.Pearles & C.Sullivan –Prentice Hall of India.

14. Business Mathematics & Statistics by B Aggarwal, Ane Book Pvt.Limited

Software Requirement:

Microsoft Excel 2016 or above

Evaluation Pattern:

The course will be assessed for a total of 25 marks and will consist of:

- Journal consisting of output of at least 9 practicals – 5 marks.
- Practical examination at end of Semester – 20 marks

UV-FRMAEC-206
Course: Communication Skills in English II

Sr N o	Units	No. of Lectures
I	Emails 1.1 Enquiry 1.2 Invitation 1.3 Thank You 1.4 Permission	5
II	Report Writing 2.1 Eyewitness Report 2.2 Activity Report 2.3 Newspaper Report	5
III	Creative Writing	5

1.1 Story Writing	
1.2 Dialogue Writing	
3.3 Blog Writing	

No. of lectures per week: 01 lecture + 01 tutorial*

*The number of students in each tutorial batch shall be 25 students. The last batch in a division may however have 20 students.

Suggested Topics for Tutorials: (for both semesters)

1. Fundamentals of Grammar
2. Vocabulary Building and Language Games
3. Editing Sentences and longer passages
4. Summarization
5. Stress Marking
6. Phonology
7. Reading Skills
8. Listening Skills
9. Speaking Skills and Pronunciation
10. Debates / Speeches
11. Book / Film Reviews
- 12.

References

1. Bansal, R.K. and J.B. Harrison, *Spoken English: A Manual of Speech and Phonetics* New Delhi: Orient Black Swan, 4th edn, 2013).
2. Bellare, Nirmala. *Reading Strategies. Vols. 1 and 2.* New Delhi. Oxford University Press, 1998.
3. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading, Vols. 1 and 2.* Macmillan, 1975.
4. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well.* Sydney: Allen and Unwin, 2004.
5. Dev, Anjana Neira (2009). *Creative Writing: A Beginner's Manual.* Pearson, Delhi, 2009.
6. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate).* Cambridge: CUP, 2004.
7. Doughty, P. P., Thornton, J. G. *Language in Use.* London: Edward Arrol, 1973.
8. Eastwood, John. (2005) *Oxford Practice Grammar.* Oxford, OUP
9. Freeman, Sarah. *Written Communication.* New Delhi: Orient Longman, 1977.

10. Glendinning, Eric H. and Beverley Holmstrom. *Second edition. Study Reading: A Course in Reading Skills for Academic Purposes*. Cambridge: CUP, 2004
11. Grellet, F. *Developing Reading Skills*, Cambridge: Cambridge University Press, 1981.
12. Hamp-Lyons, Liz and Ben Heasiey. *Second edition. Study Writing: A Course in Writing Skills for Academic Purposes*. Cambridge: CUP, 2006
13. Jakeman, Vanessa and Clare McDowell. *Cambridge Practice Test for IELTS 1*. Cambridge: CUP, 1996.
14. Maley, Alan and Alan Duff. *Second Edition. Drama Techniques in Language Learning* Cambridge: CUP, 1983.
15. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
16. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
17. Morley, David. *The Cambridge Introduction to Creative Writing*. Cambridge, New York, 2007.
18. Narayanaswami, V. R. *Organised Writing, Book 2*. New Delhi: Orient Longman.
19. *Reading & Thinking in English, Four volumes* The British Council Oxford University Press, 1979-1981.
20. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
21. Ludlow, R. & Panton, F.; *The Essence of Effective Communications*, Prentice Hall of India Pvt. Ltd., New Delhi.
22. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
23. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.
24. Wallace, Michael. *Study Skills*. Cambridge: CUP, 2004.
25. Widdowson, H. G.: *English in Focus. English for Social Sciences*. Oxford University Press

Webliography:

1. <http://www.onestopenenglish.com>
2. www.britishcouncil.org/learning-learn-english.htm
3. <http://www.teachingenglish.org.uk>
4. <http://www.usingenglish.com/>
5. Technical writing PDF (David McMurrey)
6. <http://www.bbc.co.uk/>
7. <http://www.pearsoned.co.uk/AboutUs/ELT/>
8. <http://www.howisay.com/>
9. <http://www.thefreedictionary.com/>
10. <https://www.merriam-webster.com/games>
11. <https://www.nytimes.com/puzzles/letter-boxed>

12. Jon Ingold - Sparkling Dialogue: A Masterclass.” *YouTube*, 1 Dec. 2018,
www.youtube.com/watch?v=_vRfNtvFVRo.

Formative Assessment: (20 marks per semester)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project
4. Presentation

Summative Assessment:

QUESTION PAPER PATTERN

Duration: 1 hour

Marks: 30

- Q.1 Emails (1 out of 2) [Unit I] (10 marks)
Q.2 Reports (1 out of 2) [Unit II] (10 marks)
Q.3 Creative Writing (1 out of 2) (200-250 words) [Unit III] (10 marks)

UV-FRMVAC-207

Course: Contemporary India: Values and Issues -II

Sr No	Units	No. of lectures
1	A. Constitution of India -I 1.1. Introduction to Constitution – Basic structure. 1.2. Constitutional Values-secularism, equality, liberty, fraternity, federalism, unity and integrity, sovereignty. B. Constitution of India -II 1.3. Fundamental Rights 1.4. Directive Principles of State Policy	15

2	<p>A. Environmental commitments.</p> <p>2.1. Disaster Management- natural and human-made disasters, mitigation measures.</p> <p>2.2. Green Business and Green consumerism.</p> <p>B. Yoga</p> <p>2.3. Basics of Yoga - Definition, goal and purpose, benefits and limitations of Yoga. Patanjali's Ashtanga Yoga.</p> <p>2.4. Yoga for wellness and health- WHO definition of health, classification for health, diet for health, management of stress through yoga.</p>	15

References

1. Baruah, A. (2007). *Preamble of the constitution of India: An Insight and comparison with other constitutions*. Deep & Deep.
2. Basu, D. D., & Lakshmanan, A. (2009). *Shorter constitution of India*. LexisNexis Butterworth Wadhwa Nagpur.
3. Bhargava, R. (2010). *Politics and ethics of the Indian Constitution*. Oxford University Press.
4. Bhogal, R. S., *Yoga and mental health*, published by Kaivalyadhama.
5. Chandoke, Neera (1999), *Beyond secularism: The rights of religious minorities*. Delhi: Oxford University Press.
6. Choudhry, S., Khosla, M., & Mehta, P. B. (2016). *The Oxford Handbook of the Indian constitution*. Oxford University Press.
7. DE, R. (2018). *A people's constitution*. Princeton University Press.
8. Furer Christoph Von-Haimendorf (1992), *Tribes of India, the Struggle for Survival*, Berkely: University of California Press.
9. Gadgil Madhav & Guha Ramchandra (1995), *Ecology and Equity: The Use and Abuse of Nature in Contemporary India*, Penguin Books India.
10. Jahanbegloo, R., & Thapar, R. (2008). *India revisited: Conversations on contemporary India*. Oxford University Press.
11. Kashyap, S. C. (2011a). *Our Constitution: An introduction to India's constitution and Constitutional Law*. National Book Trust, India.

12. Kashyap, S. C. (2011b). *Our Parliament: An introduction to the Parliament of India*. National Book Trust, India.
13. Managi and Kumar (2009), *The Economics of Sustainable Development: The Case of India*, New York: Springer.
14. Patra, A.D. (2010), *Infrastructure, Development and Regional Disparity: An interstate analysis*, Indian Economics Association, Deep and Deep Publications.
15. Rathore, A. S. (2022), *Ambedkar's Preamble: A secret history of the constitution of India*. Vintage Books.
16. Nagratna, R. Dr. & Nagendra, H. R. Dr *Positive Health*, published by SVYASA, Bangaluru.

Assessment: Total 50 marks

Part A) Semester End exam –Time: One hour

30 Marks

Q. 1 A

10 Marks

OR

Q.1 B

Q. 2 A

10 Marks

OR

Q. 2 B.

Q.3. Short notes: Any two from four (5 marks each)

10 Marks

Part B) Internal assessment – 20 marks - 15m – SLE/ MCQ/Class Test/ Projec + 5m (class participation)

Course: Introduction to Indian Knowledge Systems – II Critical Issues in Sociology

Sl. Nos	Unit	No. of lectures
1	Overview of Indian scientific thought 1.1 Mathematics, Geometry, Astronomy, Chemistry, 1.2 Health sciences 1.3 Yoga.	7
2	Katha 1.1 Tales, stories and storytelling tradition of India- Indian Folk tales 1.2 Buddhist Jataka stories, Gatha Saptasahati, Hitopadesha, Panchatantra 1.3 Folklore from North East India.	8

References

1. Basham, A. L. (1987), *The Wonder that was India*, Sidgwick & Jackson Ltd., London
2. Chattopadhyaya, Deviprasad (1977), *Science and Society in Ancient India*, Research India Publications
3. Jha, Amit (2009), *Traditional Knowledge System in India*, Atlantic Publishers, New Delhi.
4. Jha, D. N. (2004), *Early India, A Concise History*, Manohar Publishers & Distributors.
5. Jha, D. N. (1993), *Economy and Society in Early India: Issues and Paradigms*, Munshiram Manoharlal Publishers
6. Singh, Sahana (2022), *Revisiting the Educational Heritage of India*, Global Collective Publishers.
7. Sen, Amartya (2005), *Argumentative Indian*, Allan Lane.
8. Singh, Upinder (2008), *A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century*, Pearson Education India.
9. Thapar, Romila (2018), *Indian Cultures as Heritage: Contemporary Pasts*, Aleph Book Company.

10. Thapar, Romila (2014), *The Past as Present: Forging Contemporary Identities Through History*, Aleph Book Company.

Evaluation Criteria

25 Marks: Formative assessment (CAE)

20 marks-Internal assessment that can include project submission/ debate/ group discussion/ presentation and online learning from Swayam portal

05 marks- class participation

A handwritten signature in blue ink, reading "R. Khatri", with a horizontal line underneath.

Dr Rita Khatri
Chairperson -BOS (BVOC Retail Management)